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The SBA New York District encompasses the area of New York City, Long Island and the downstate counties of Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester.

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John J. Miller, Editor

*All of the SBA's programs and services
are provided to the public on a
nondiscriminatory basis*

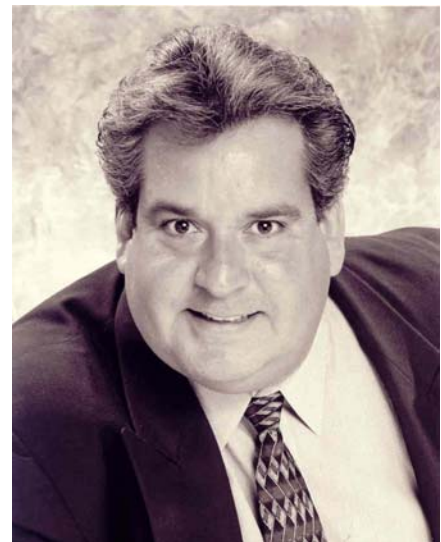
District Shatters Loan Record for Second Consecutive Year

It is with a great sense of pride and accomplishment on behalf of the New York District and Melville Branch offices and their staffs to announce that we have once again surpassed the previous year's record for getting loans to small businesses in our area.

In fiscal year 2004, ending September 30, we approved 3,498 loans for a total of \$460,929,606. That's a **34 percent increase over the previous fiscal year.** In 2003 we had already increased the number of loans by 23 percent over 2002. Our fiscal 2004 loans included **increases of 75 percent and 24 percent to Hispanic- and African-Americans respectively; and increases of 52 percent to Asian Americans and 46 percent to American Indians.** The number of **loans to women--- now one in every four small business owners--- increased by 29 percent.**

We could not have reached those loan numbers this past year without the help of our participating lenders and resource partners.

To all of them I wish to extend
(Cont'd)



**Jose R. Sifontes
District Director**

a heartfelt thank you in our joint efforts to grow the local economy, increase employment and help New Yorkers achieve their dreams.

We're just beginning to see the results of our marketing efforts. We anticipate that with the groundwork we've laid, our numbers will continue to increase.

Please visit page 4 to see who our top ten lenders were in 2004.

---Jose R. Sifontes

Business Matchmaking Brings Contract Opportunities to Small Business

By Michael Pappas

For small businesses, there's never been a better time to do business with large corporations and government agencies. Each year, the federal government spends more than \$240 billion for products and services. The U.S. Small Business Administration works to ensure that small businesses receive their fair share of the federal procurement pie. In fiscal year 2003, small businesses received \$65.5 billion in prime contract dollars, setting a new record for small business prime contracting.

During the past year, the SBA and HP created a partnership called Business Matchmaking – the largest small business initiative in SBA history -- that brings small businesses and federal, state and local government agencies and large corporations together to identify contract opportunities for small businesses. Over the past year, Business Matchmaking events from Anaheim, Calif. to Orlando, Fla. have resulted in more than 15,000 meetings between small business owners and procurement officials, resulting in millions of dollars in contracts awarded.

Most recently, hundreds of small businesses gathered in Philadelphia, PA this August at the Eastern Region Business Matchmaking event where more than 150 small businesses from New York State and New Jersey explored contracting opportunities with federal agencies and large businesses.

Small businesses employ nearly 56 million workers and account for more than two-thirds of all jobs in this country, and the millions of dollars in actual contracts available through the business matchmaking initiative represent opportunity for real economic growth and job creation. SBA Administrator Hector Barreto calls Business Matchmaking a “real program with a real mission--- to give small businesses around the U.S. a chance to generate revenues by doing business with government agencies and large corporations.”

President George W. Bush believes that government contracting should not exclude small businesses in the bidding process. The President supports several proposals to improve the access of small businesses to government contracts including: 1) ensure that government contracts are open to all small businesses that can supply the government's needs; 2) avoid unnecessary contract bundling; and 3) streamline the appeals process for small businesses that contract with the federal government.

The U.S. Small Business Administration will continue to enhance its government contracting programs to ensure greater access to the federal marketplace by small businesses. Business Matchmaking will continue its tour across the United States through 2004 and into 2005. For more information on upcoming Business Matchmaking events, please visit <http://www.businessmatchmaking.com>.

Michael Pappas served as Regional Administrator of the SBA's New York Region at this writing. Mr. Pappas now serves as Associate Administrator for Field Operations in SBA Headquarters in Washington, DC.



From left: Una Clark, Empire State Development Corp.; Frank Dito, Economic Development Specialist, SBA; Penda Aiken, Owner, Penda Aiken, Inc.

Temp Services Owner Newly Positioned to Take Advantage of Brooklyn's Growth

Brooklyn, NY— It is estimated that economic development plans and projects underway for Brooklyn will lead to the creation of some 70,000 new jobs in the borough. Perfectly positioned now to help fill some of the temporary and part-time of those thousands of jobs is recently relocated small business owner Penda Aiken and Penda Aiken, Inc.

Penda Aiken, Inc., a full-service staffing company providing temporary administrative and professional staffing services to both the public and private sector, recently took

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advantage of financing available from the U.S. Small Business Administration and the Empire State Business Development Corporation to relocate from Manhattan to Brooklyn. The company specializes in the administration, legal, health care, information technology and financial-support sectors.

According to Aiken, the temporary services industry has changed dramatically in recent years for those small businesses competing with the industry's giants. No longer is it enough to simply send a qualified temporary employee to an employer. Rather, there is an emphasis on teaching customer service to placements and providing training to both the employee and employer in order to meet everyone's expectations.

Aiken needed more space to accommodate those changes in her industry and grow her successful business, but leasing additional square footage in Manhattan did not make economic sense for her company. Instead, and knowing the benefits of equity ownership, Aiken decided to purchase her next facility. Aiken found exactly what she wanted in downtown Brooklyn--- an affordable building in a great location.

The decision to leave Manhattan is very unusual for a company in this industry, as similar businesses have traditionally massed there. Aiken, however, determined

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that she could still service her Manhattan clients--- some of whom she's had for eight years--- yet take advantage of Brooklyn's economic growth by relocating. And she was right. In eight months Penda Aiken, Inc. surpassed the entire previous year's revenues of \$1.3 million, and has grown from three to five employees.

Aiken had utilized the SBA's 504 Loan Program. It is a "brick and mortar" financing vehicle in which a certified development company and a private lender loan 40 percent and 50 respectively of the loan amount. The borrower then need only commit 10 percent equity and the SBA provides a guaranty of the CDC amount. It was the 10 percent down, as opposed to the typical 20 percent that allowed Aiken to buy the building and leave her with sufficient funds to relocate, renovate and hire as well.

Aiken learned of SBA financing when she originally approached the agency to apply for certification under its 8(a) Program, which sets aside federal contracts for 8(a) companies. Aiken did obtain 8(a) certification and as a result bid on and landed a \$100,000 contract with the U.S. Department of Housing and Urban Development.

Aiken is now fully engaged in Brooklyn's economic development, devoting time to several economic development organizations.

Nominate a Small Business Person of the Year

The New York District Office is soliciting nominations for 2004's **New York Small Business Person of the Year**. Nominee submissions should demonstrate success, job creation, growth and community involvement. The New York State winner will go on to compete for **National Small Business Person of the Year**.

Additionally, nominations are sought in the following categories:

- Family-Owned Small Business of the Year
- Young Entrepreneur of the Year
- Small Business Exporter of the Year
- Small Business Journalist of the Year
- Financial Services Champion
- Minority Small Business Champion
- Veteran Small Business Champion
- Home-based Business Champion
- Women in Business Champion

The nomination criteria are different for each award and may be located at:
www.sba.gov/nominationsguideline.html.

Don't miss this opportunity to recognize a deserving small business from your area! Award winners will be recognized at a local ceremony in New York next spring; national winners will be recognized at National Small Business Week 2005 in Washington, DC in the spring.

Nominations are due by January 4, 2004

Send nomination packages to: John J. Miller, SBA, 26 Federal Plaza, Rm 3100, New York, NY 10278. Questions can be e-mailed to john.miller@sba.gov.

New York District Top Ten Lenders

10/01/03-09/30/04

Lender	No. of Loans	Amt.
HSBC	989	\$71,762,500
JP Morgan Chase	585	\$36,268,300
Bank of America	393	\$18,989,800
Capital One Federal Savings	233	\$10,555,000
Citibank, N.A.	232	\$10,666,000
Commerce Bank	105	\$30,423,000
Broadway National	82	\$26,044,000
Long Island Development Corp. (504 CDC)	73	\$37,411,000
Empire State Certified Development Corp. (505 CDC)	71	\$41,530,000
CIT Small Business Lending Corp. (504 CDC)	64	\$32,921,916

New Program Offers Free Technology Consulting

Scranton, PA-- With the help of an SBA grant the University of Scranton is now offering an Information Technology Help Desk for the SBA's resource partners and their clients. The service is available to New York small businesses through a referral from the SBA's small business development centers and women's business

centers. The service provides free information on a range of technology topics including data and network security, eBiz incubators and Internet marketing.

SBDCs, WBCs and their clients may contact the eBusiness Support Center at www.sbasupport.org or by calling toll free at 1-866-236-8691.

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Women's Procurement Conference Delivers on Long Island



SCORE Counselor Paul Wollakin (2nd from left) mixes it up with participants at the Women's Procurement Conference

Uniondale, N.Y. -- Over 100 participants attended *Women Doing Business with the Federal Government* on Long Island this September. Sponsored by the SBA, the free half-day seminar provided women business owners with the information they needed to successfully sell their products and/or services to the federal government's buying representatives.

Experts conveyed information on topics such as: How to Acquire Government Contracts; How to Work with Prime Contractors; How to Create Your Procurement Marketing Plan; and How to Get Bid, Payment and Performance Bonds.

"This event was a not so common opportunity where we had such a number of experts gathered together to convey that important information specifically to women business owners," said Jose Sifontes, district director of the SBA's New York District Office. "We're quite pleased that so many smart business owners took advantage of it," added Sifontes.

The event was conducted in cooperation with the National Association of Women Business Owners, the Suffolk County Women's Business Enterprise Coalition, the U.S. Women's Chamber of Commerce, the Government & Industry Advocates for Small Business, Brookhaven National Laboratory, the Long Island Development Corporation, and the Farmingdale and Stony Brook small business development centers.

SBA Conducts Intensive Business Development Training Targeted at Disadvantaged Small Businesses

New York, NY-- The SBA conducted *The Small Business Executive Seminar* this month with over 65 individuals participating.

The week-long program was designed to help small business executives take advantage of the federal government's 7(j) and 8(a) business development programs.

Currently certified 8(a) companies, disadvantaged businesses, businesses operating in high-unemployment and low-income areas, and business owners of low income were among the participants.

The goal of the training was to help companies secure federal contracts, obtain growth capital and manage legal affairs. The curriculum had three distinct training tracks including: Accounting and Financial Management; Management and Marketing; and the Legal Aspects of Owning an 8(a) Company. Each track contained up to four intensive and extensive eight-hour courses.



7(j) Training: Good information can bring a smile to your face.

Woman Small Business Owner Crosses Finish Line Every Day

Brooklyn, NY— For Kirsten Marino, the owner of Slope Sports, a specialty footwear and clothing store for women runners, the satisfaction she gets each day is akin to that of a runner crossing the finish line. That's because she's living her dream of being a small business owner.

Marino had harbored the dream of being an entrepreneur from her college days. But after graduation she began a career in banking and worked in downtown Manhattan. Ten years ago the avid runner had one false start toward her dream by putting together a business plan for a women's sporting goods catalog. For any number of reasons she decided her idea wasn't the right thing at the right time and she abandoned her concept.

Fast forward seven years and Marino is now married and moved from Manhattan to Park Slope, Brooklyn, in the typical New Yorker's never-ending quest for more living space. Marino soon discovers that there is no business in the area serving her needs and those of other woman runners. The entrepreneurial bug bites her again.

Marino formulates another business plan--- this time for
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a women's specialty running store. She does her research by counting the number, and observing the foot-wear, of runners circling nearby Prospect Park. She also begins scouting vacant storefronts and the foot traffic in the culturally diverse neighborhood. Trying to leave little to chance, she also seeks out the assistance of the U.S. Small Business Administration's SCORE organization. SCORE provides free one-to-one counseling from experienced business executives.

With SCORE's help Marino fine-tuned her business plan over the course of 5 months. She also applied for an SBA loan prequalification letter which helped her secure a \$125,000 loan from HSBC bank. "SCORE counselor Charlie Sobel took an active interest in my idea from the very start," said Marino. "We met regularly throughout the summer to work on my business plan and he even brought in other SCORE counselors with expertise in retail, inventory and pricing to help me. I've been able to realize my goal because of SCORE and Mr. Sobel. Other business owners should be taking advantage of their service," added Marino.

With the loan and her own investment of \$60,000, Marino opened Slope Sports in January 2003 on Seventh Avenue. Business has been good for Marino with revenues tracking upward approximately 20 percent each month since opening.

"I'm satisfying my entrepreneurial desire while bringing a needed service to my neighborhood," said Marino. Women no longer have to cross the river to Manhattan or
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travel across the borough." Marino also involves Slope Sports in the community by sponsoring local road races. "I'm fulfilling my dream every day and it's been very rewarding," said Marino.

Do yourself a favor!

Sometimes you don't know what you don't know. Visit the SBA's Home page at www.sba.gov and surf around to learn about starting, running and growing a business, as well as current developments that may impact your business.

"SCORE" a Loan

The New York City Chapter of SCORE--- Counselors to America's Small Business--- can help qualified small business owners obtain financing to grow their businesses.

SCORE, a counseling and technical assistance provider of the SBA, assists prospective borrowers through the loan application process to refer them to appropriate lenders.

SCORE is perfectly suited to match borrowers and lenders in the \$5000 to \$50,000 loan range.

A Women's Perspective-

is a newsletter provided by SBA Deputy Administrator Melanie Sabelhaus. It discusses issues women face on a day-to-day basis. You can access and subscribe to the newsletter at www.sba.gov/admin/deputyletters/lettersfromdeputy.pdf.

SBA Technical Assistance Programs Reached a Record 2.44 million People in FY 2004

Washington, DC – More than 2.44 million people interested in starting a business or expanding an existing one consulted with one of the U.S. Small Business Administration's technical assistance programs during FY 2004, a record for the agency's programs.

"The President's small business agenda seeks to continue expanding business ownership across America," said SBA Administrator Hector V. Barreto. "These numbers show that more and more Americans want to participate in the President's Ownership Society, and they're looking to the SBA for help. They also show that the SBA is having a greater impact on entrepreneurship every day, helping to extend prosperity to all parts of America."

The most popular technical assistance program was the Small Business Training Network/E-Business Institute, which offers 80 free online courses, workshops and resources in a virtual campus setting designed to assist entrepreneurs and other students of enterprise. The Training Network Web site recorded almost 958,000 users during Fiscal 2004.

New Online Application for SBA's 8(a) Program Will Make It Easier And Less Costly for Companies to Get Certification

Washington, DC – The U.S. Small Business Administration unveiled a new electronic online application this September that makes it easier, faster and less expensive for small companies to apply for 8(a) Business Development and Small Disadvantaged Business certification directly from SBA's Web site.

"The newly launched 8(a) on-line application will allow small businesses to apply for 8(a) and SDB certification directly from the SBA's Web site, and ensure more small businesses are able to successfully compete for federal contracting opportunities," said SBA Administrator Hector Barreto.

The online application incorporates features including context sensitive help, real-time validation, printer-ready versions and integrates with the Central Contractor Registry (CCR).

For more information, visit the SBA Web site at www.sba.gov.

SCORE Chapter 59 Celebrates 40th Anniversary

Poughkeepsie, NY-- At a rousing breakfast ceremony in September, attended by all the area's local economic development officials, SCORE Chapter 59 celebrated its 40th Anniversary. Chapter 59 was founded the same year as the establishment of the SCORE organization in Washington, DC.

The New York District joins the Poughkeepsie area small business community in congratulating SCORE 59 at its important milestone.

Upcoming Events

How to Write a Business Plan

Date: 11/30/04
Time: 9:00a.m. - 4:00 p.m.
Place: Farmingdale, LI
Info: 631-420-2765

Alternative Funding & Grants for Emerging Technologies

Date: 12/01/04
Time: 9:30a.m. – 12:30p.m.
Place: Stony Brook, NY
Info: 631-632-9140

8(a) Business Development Certification

Date: 12/09/04
Time: 10:00a.m. – 12:30p.m.
Place: Melville, LI
Info: 212-264-4322

Beginning Business Basics

Date: 12/11/04
Time: 10:30a.m. – 12:00p.m.
Place: Jamaica, NY
Info: 718-990-0746

See www.sba.gov/ny/ny for more info.